

# CodePortfolio

*Job-seeker engineer portfolio with AI-generated code explanations + project narratives + recruiter-friendly format. GitHub is for engineers; CodePortfolio is for recruiters who don't read code. \$15/month.*

<b>Category</b>	Set 8 · Mixed Round
<b>Customer</b>	Self-taught + bootcamp + tier-2/3 college engineers seeking dev jobs who need recruiter-friendly portfolio that translates their GitHub work into hireable narrative
<b>Monetisation</b>	\$15/mo Solo · ■599/mo India tier · \$39/mo Pro (with AI-powered job-search support)
<b>Build effort</b>	Low
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

CodePortfolio addresses a structural recruiter-engineer mismatch. Self-taught + bootcamp + tier-2/3 college engineers have GitHub repos with code that demonstrates capability — but recruiters + hiring managers don't read code. The translation gap: engineer needs portfolio that translates code work into recruiter-readable narrative (what does this project do + what technologies + what problems solved + what business impact + what is unique about implementation).

Product: connect GitHub; AI analyses repos + generates per-project narratives + tech-stack summaries + impact statements; produces recruiter-friendly portfolio site at custom URL.

Year-1 target: 7,500 paying subscribers generating ■2.2 crore annual revenue against ■35 lakh costs. Cash-positive month 3.

## The Problem

Self-taught + bootcamp + tier-2/3 college engineers in 0-3 years experience face hiring friction. Their actual capability (visible in GitHub code) doesn't translate to recruiter-readable signals. Resume bullets are weak ('Built a web app using React'); cover letters are formulaic; LinkedIn profiles thin. Recruiters skip them in favour of tier-1-college candidates with similar GitHub work but better narrative.

Existing options. GitHub Pages portfolio: requires design + writing skill engineer doesn't have. Resume builders (Plan 1 AI Resume Builder + similar): focused on resume not portfolio. Generic personal-website builders (Webflow + Squarespace): require design skill + don't auto-import code work.

Market gap: auto-generated recruiter-friendly portfolio from engineer's GitHub at consumer-developer pricing.

## The Solution

CodePortfolio's flow. Onboarding: connect GitHub + LinkedIn; CodePortfolio analyses recent repos + identifies portfolio-worthy projects + asks user to select 4-8 to feature.

AI per-project narrative generation: per-project, AI generates structured narrative — what the project does + problem it solves + tech stack + your specific implementation choices + impact (with user confirmation/edit). Includes auto-generated screenshots from live deployments + architecture diagrams from code structure.

Recruiter-friendly portfolio site: published at custom URL (\$username.codeportfolio.com or custom-domain) with portfolio overview + per-project deep-dives + contact CTA.

Skills + impact summary: auto-generated tech-stack summary + impact statements based on cumulative project work.

Pro tier (\$39/mo): adds AI-powered job-search support (resume customisation per-job + cover-letter generation + recruiter-outreach drafts).

## Market Opportunity

Global early-career engineer market: ~8M actively job-seeking at any time. Willing-to-pay segment for portfolio: ~600k-1M.

At blended \$180/yr ARPU, SAM is \$110-180M annually. Realistic 4-year capture: 0.3-1% = \$330k-1.8M ARR.

Adjacent expansion. Year 2: senior-engineer + ML-engineer specialised portfolio tiers. Designer portfolio tier (similar dynamics for design work). Year 3: bootcamp-partnership tier (bootcamps deploy CodePortfolio for graduating students).

## Target Customer

Primary persona: a 24-year-old self-taught developer in Hyderabad with 18 GitHub repos + 8 months of job-search frustration. Will pay ■599/mo India tier.

Secondary persona: a 26-year-old bootcamp grad in US with weak resume + strong GitHub work. Will pay \$15/mo Solo.

Tertiary persona: a 28-year-old career-changer (former teacher learning to code) needing comprehensive job-search support. Will pay \$39/mo Pro.

## Product

GitHub + LinkedIn connection.

AI per-project analysis + portfolio-worthy project identification.

Per-project narrative generation: problem + tech-stack + implementation + impact.

Auto-screenshots + architecture diagrams.

Recruiter-friendly portfolio site at custom URL.

Skills + impact summary.

Pro tier additions: resume customisation per-job + cover-letter generation + recruiter-outreach drafts.

## Technical Architecture

Frontend: Next.js + Tailwind.

Backend: Python on Hetzner cloud, Postgres.

GitHub integration: GitHub API + repo analysis.

AI: GPT-4o + Claude Sonnet for project-narrative generation (~\$1/user/mo at average usage).

Screenshot generation: Puppeteer for live-deployment screenshots.

Hosting: custom-URL portfolio sites on Cloudflare Pages.

Payments: Stripe + Razorpay.

## Business Model & Unit Economics

Three tiers. Solo \$15/mo. Pro \$39/mo (job-search support). India ₹599/mo.

Conversion: 14-day trial converts at 20%. Distribution: 50% Solo, 25% Pro, 25% India.

Gross margin: 84%. Costs: AI inference + hosting + infrastructure.

LTV: \$180 × 10 mo = \$150 (Solo — short-lifetime because job-search ends); \$468 × 8 mo = \$312 (Pro); ₹7,188 × 12 mo = ₹8,626 (India).

### Unit Economics (Year-1 base case)

Year-1 paying subscribers	7,500
Blended ARPU	₹3,500/yr
Year-1 revenue	₹2.2 crore
Gross margin	84%
CAC	₹240
Year-1 all-in costs	~₹35 lakh
Year-1 net contribution	~₹1.5 crore

## Go-to-Market

Channel 1 — Developer-community organic (45%): r/learnprogramming + r/cscareerquestions + r/cscareerquestionsIndia + DEV.to + Hashnode.

Channel 2 — Bootcamp + college partnerships (25%): partnerships with bootcamps + tier-2/3 colleges for student-discount.

Channel 3 — Content + SEO (20%): substantive content on portfolio craft + job-search strategies.

Channel 4 — Paid acquisition (10%).

### Roadmap (first 12 months)

- Month 1-3: MVP with GitHub + AI narratives + Solo + India tier. 400 subscribers.
- Month 4-5: Auto-screenshots + custom URL hosting + Pro tier, 1,500 subscribers.
- Month 6-8: Job-search support + advanced narratives, 4,000 subscribers.
- Month 9-10: Bootcamp partnership programme, 6,000 subscribers.
- Month 11-12: 7,500 subscribers, ₹2.2 crore annualised.

### Key Risks

- Short customer lifetime: job-search ends + subscriber churns. Mitigated by ongoing-portfolio-maintenance positioning + alumni-pricing.
- GitHub competitive: GitHub could add portfolio-narrative features natively. Mitigated by recruiter-friendly-format focus + job-search-support depth.
- AI narrative quality variance: variable across project types. Mitigated by user-review-edit workflow.
- Slow trial-to-paid: developer-tool segment requires demonstrated value. Mitigated by sample-portfolio-generation pre-payment.

- Generic resume tools (Plan 1 + Topmate-style): could expand into portfolio. Mitigated by portfolio-specific depth + auto-import-from-GitHub flow.